

**SYSTEM, APPARATUS, AND METHOD FOR EFFECTING NETWORK  
CONNECTIONS VIA WIRELESS DEVICES USING RADIO FREQUENCY  
IDENTIFICATION**

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**ABSTRACT**

A system, apparatus, and method for facilitating the initiation/execution of mobile services using radio frequency transponders. Transponders or “tags” having information associated therewith are provided at a location accessible to a mobile device user. A visual representation is associated with each of the transponders, where each  
10 visual representation corresponds to a communication function to be performed. A transponder is activated via a wireless signal transmitted by the mobile device in response to the mobile device being positioned proximate the visual representation associated with the transponder. The information from the activated transponder is received at the mobile  
15 device, which in turn invokes a mobile device application identified at least in part by the information received by the mobile device. The function corresponding to the visual representation is performed in response to invoking the mobile device application.